

Communicating Climate Change Information – In Celsius or Fahrenheit?

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Abstract

This research reports an intriguing finding: when told that the average global temperature was -24 °C, participants thought it was more important to limit climate change than when told that the average global temperature was -16 °C. This is consistent with the notion that people associate climate change primarily with rising temperatures in the cooler parts of the Earth such as the North and South Poles, which pose commonly-portrayed problems such as melting of the ice caps. However, when told that the average global temperature was -11 °F, participants thought it was less important to limit climate change than when told that the average global temperature was 3 °F. These findings are not consistent since -24 °C is the same as -11 °F and -16 °C is the same as 3 °F. A theoretical explanation based on numerosity and anchoring in temperature judgments is proposed.

Keywords: climate change; numerosity heuristic; anchoring and adjustment; persuasion

Track: Social Marketing

1.0 Introduction

Climate change is one of the greatest challenges facing life on Earth (Karl, Melillo, & Peterson, 2009; National Research Council, 2010; Solomon et al. 2009). It is defined as the rise in the average global temperature, while global warming involves more than temperature rise, but the two are commonly associated in media with consequences such as melting of the ice caps and rising sea levels. Thus, it is importance to limit, if not stop, human activities that exacerbate climate change. Might people's concern for climate change be influenced by something as trivial as whether they see information about climate change in either Celsius or Fahrenheit?

This research reports an intriguing finding: when told that the average global temperature was -24 °C, participants thought it was more important to limit climate change than when told that the average global temperature was -16 °C. This is consistent with the notion that people associate climate change primarily with rising temperatures in the cooler parts of the Earth such as the North and South Poles, which pose commonly-portrayed problems such as melting of the ice caps. However, when told that the average global temperature was -11 °F, participants thought it was less important to limit climate change than when told that the average global temperature was 3 °F. These findings are not consistent since -24 °C is the same as -11 °F and -16 °C is the same as 3 °F.

Numerosity and anchoring effects explain these findings. In the “money illusion”, people anchor on the nominal value of a foreign currency and adjust it for the exchange rate. However, because this conversion is difficult to make in one's head, the adjustment is inadequate, which causes a biased evaluation toward the nominal value of the foreign price (Pelham, Sumarta, & Myaskovsky, 1994; Raghurir & Srivastava, 2002). Similar, in time judgments, one year can be represented as 365 days, 52 weeks, or 12 months – and such changes in representation shift consumer preferences (Chandran & Menon, 2004; Zhang & Schwarz, 2012). These findings suggest that anchoring in particular exerts a subtle yet strong influence on decision-making, especially given that people fail to adjust insufficiently.

For Celsius, people likely anchor at 0 °C, the point at which water freezes, such that values above indicate warm temperatures and values below indicate cold temperatures. For Fahrenheit, people likely anchor at 32 °F, the commonly-used reference point. However, there is also another anchor at 0 °F, since 0 is a salient reference standard in numerical judgments. For example, people perceive zero probability substantially differently from small increases in chance (Kahneman & Tversky, 1979). The proposition that 0 can also be an anchor for Fahrenheit even though it carries no inherent meaning in Fahrenheit is consistent with the notion that round and sharp numbers are reference standards in many numerical judgments (Dehaene, 1992).

It is proposed that people anchor values above 32 °F and those below 0 °F at 0, but they anchor values between 0 °F and 32 °F at 32. Assessing 68 °F relative to 32 makes sense because it is a judgment common to people familiar with Fahrenheit. Assessing, say, 3 °F to 32 also makes sense because it is also an easy judgment to make than to 0 that carries no meaning to hold cold or hot 3 °F might be. However, assessing -14 °F relative to 0 – not 32 – makes sense because 0 is a salient reference standard and people fail to adjust sufficiently towards the more meaningful anchor at 32 (Tversky & Kahneman, 1974). The consequence would be that people consider 3 °F to be colder than -11 °F because 3 °F relative to 32 is “30 degrees or so below the freezing point”, which creates the perception that it is cold, but -11 °F is only “13 degrees below zero”, and the psychophysics of such comparisons create the perception that it is not *that* cold. Thus, because people likely consider the seriousness of climate change primarily for Earth locales that are cool now, they should have different concerns for climate change depending on whether that information is presented in Celsius or Fahrenheit and depending on the base temperature that will rise.

2.0 The Experiment

2.1 Procedure. American users from Mechanical Turk ($N = 332$, mean age of 33.4 years old), about half of whom were familiar with either Celsius (43.5%) or Fahrenheit (56.5%), received a snippet of information about climate change adapted from popular climate change concern websites and brochures. They randomly received one of four cells in a 2 (familiarity: Celsius, Fahrenheit) \times 2 (unit presented: Celsius, Fahrenheit) \times 2 (base temperature: -24 °C, -11 °F, -16 °C, 3 °F) between-participants design. (-24 °C is the same as -11 °F, and -16 °C is the same as 3 °F.) Crucially, participants read that the average global temperature of the Earth was [condition], and that 500 years from now, that temperature will rise by 5 °C or 9 °F, depending on whether they were in the Celsius or Fahrenheit condition. (5 °C is the same as 9 °F.) Finally, all participants indicated (1) how concerned they were by the rise in the average global temperature and (2) how important it was to limit, if not stop, climate change (1 = Not at All, 9 = Very Concerned/Important).

It was decided ahead of time on a large sample size of approximately 300 participants, more than the typical of 25 per cell in empirical research, in order to determine whether the effect would hold across the largest group of respondents as varied as possible. The study was conducted on Mechanical Turk for 1 week in mid-January 2014. The number of respondents was over the minimum target.

2.2 Results. Participants' concern with and importance of limiting climate change were averaged to form a single measure of concern ($r = .77$, $p < .001$), with higher scores indicating greater concern for climate change. A 2 \times 2 \times 2 ANOVA revealed a main effect of whether the presented information was in Celsius or Fahrenheit, $F(1, 328) = 38.01$, $p < .001$, d

= .68. Participants who received information in Celsius were more concerned ($M = 7.74$, $S.D. = 1.41$) than those who received information in Fahrenheit ($M = 6.78$, $S.D. = 2.07$), which is consistent with the fact that the Celsius units presented were generally lower than Fahrenheit units, and so concern for climate change would be greater when information was presented in Celsius than in Fahrenheit.

This main effect was qualified by a significant two-way interaction, $F(1, 328) = 34.01$, $p < .001$, $d = .64$. For Celsius, participants were more concerned when they read that the average global temperature was $-24\text{ }^{\circ}\text{C}$ ($M = 8.18$, $S.D. = 1.06$) than when it was $-16\text{ }^{\circ}\text{C}$ ($M = 7.40$, $S.D. = 1.56$), $t(170) = 3.76$, $p < .001$, $d = .58$. However, for Fahrenheit, they were more concerned when the temperature was $3\text{ }^{\circ}\text{F}$ ($M = 7.33$, $S.D. = 1.91$) than when it was $-11\text{ }^{\circ}\text{F}$ ($M = 5.94$, $S.D. = 2.05$), $t(158) = 4.40$, $p < .001$, $d = .70$. Again, because $-11\text{ }^{\circ}\text{F}$ is colder than $3\text{ }^{\circ}\text{F}$ objectively, people should be more concerned with climate change when the temperature was $-11\text{ }^{\circ}\text{F}$ than when it was $3\text{ }^{\circ}\text{F}$. There was no main effect of whether participants were familiar with Celsius or Fahrenheit ($p = .94$), and there was no three-way interaction between participants' familiarity with Celsius or Fahrenheit, the presented unit as Celsius or Fahrenheit, and the presented base temperature that will rise ($p = .23$).

Then told that the average global temperature was $-24\text{ }^{\circ}\text{C}$, participants thought it was more important to limit climate change than when told that the average global temperature was $-16\text{ }^{\circ}\text{C}$. However, when told that the average global temperature was $-11\text{ }^{\circ}\text{F}$, participants thought it was less important to limit climate change than when told that the average global temperature was $3\text{ }^{\circ}\text{F}$. These findings are not consistent since $-24\text{ }^{\circ}\text{C}$ is the same as $-11\text{ }^{\circ}\text{F}$, $-16\text{ }^{\circ}\text{C}$ is the same as $3\text{ }^{\circ}\text{F}$, and $5\text{ }^{\circ}\text{C}$ is the same as $9\text{ }^{\circ}\text{F}$.

3.0 General Discussion

This research applied numerosity and anchoring effects in the domain of temperature judgements, and found that for Celsius, people anchor at 0, while for Fahrenheit, people anchor at 32 when values were above 32 $^{\circ}\text{F}$ or below 0 $^{\circ}\text{F}$, but they anchor at 0 when values were between this range. These propositions, by themselves, may be intuitive and unsurprising, but this research demonstrates their important implications in the domain of climate change – which has not been documented before in research.

In sum, future research and policy officials whose role is to communicate the importance of climate change would be prudent to consider the temperature unit presented in order to maximize the effectiveness of the message that they are trying to get across. It is likely that numerosity and anchoring may also impact other judgments derived from temperature. For example, in the “how do I feel heuristic?”, people judge their life satisfaction based on the current weather (Schwarz & Clore, 1983). Although the original finding was based on rainfall or sunshine and not temperature *per se*, it is conceivable that temperature might exert an impact on life satisfaction. It might be, then, that 68 $^{\circ}\text{F}$ might elicit higher life satisfaction than 20 $^{\circ}\text{C}$ even though, of course, both are identical. Future research should examine this possibility.

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INFORMATION ON COMPETITIVE PAPERS

Key Dates for Competitive Papers

Submissions close: 30th June, 2014

Authors notified of outcome: 31st August, 2014

It is a condition of acceptance of the paper that at least one of the authors must attend the conference and present the paper. However to provide maximum numbers of marketing educators the opportunity to participate, no author may present more than two papers at the conference. Competitive papers must be submitted for review in only one (1) track. Authors should identify the most suitable track. If multiple entries of the same paper are sent to more than one track the Proceedings Chair will nominate the track in which the paper will be reviewed. We reserve the right to shift your paper to a different track if we deem it more appropriate.

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No.	Track	Track Chairs
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2	Brands and Brand Management	Dr. Daragh O'Reilly, Sheffield University, UK and Prof. Anne-Marie Hede, Victoria University
3	Consumer Behavior	Prof. Elizabeth Parsons, The University of Liverpool, UK and Dr. Benedetta Cappellini, Royal Holloway, University of London
4	Social Marketing	Dr. Marie-Louise Fry, Griffith University and Prof. Linda Brennan, RMIT, Vietnam
5	Marketing Education	Dr. Angela Dobeles, RMIT and Prof. Don Bacon, Daniels College of Business, USA
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9	Services Marketing	Dr. Cheryl Leo, Murdoch University and Prof. Jill Sweeney, University of Western Australia
10	Distribution	Dr. Owen Wright, Griffith University and Dr. Anna Watson, University of Hertfordshire, UK
11	Digital Marketing and Social Media	Robin Croft, University of Bedfordshire, UK and Dr. Dirk vom Lehn, King's College London
12	Industrial Marketing	Dr. Sharon Purchase and Greg Brush, University of Western Australia
13	Sustainable Marketing	AProf. Angela Paladino, The University of Melbourne and Dr. Jill Lei, The University of Melbourne
14	Consumer Culture Theory	Dr. Jan Brace-Govan, Monash University and Dr. Lauren Gurrieri, Swinburne University of Technology
15	Food Marketing	AProf. Meredith Lawley, University of Sunshine Coast and Dr. Dawn Birch, Bournemouth University



Papers MUST conform to the Guidelines for Competitive Papers provided. Please keep an exact copy of your submission for future reference. Papers will be subjected to a double-blind peer review process. Reviewers for ANZMAC 2014 will judge all manuscripts on the basis of the general quality of the paper, the clarity of presentation within the paper, and the contribution of the paper to the understanding of marketing phenomena. Decisions of acceptance, rejection and/or suggested modifications (made by Track Chairs and moderated by the Conference Chairs) are final.

Competitive Paper Formatting Guidelines

All competitive papers must be submitted following the guidelines for a full paper. Authors of papers that are accepted can then select the option to be published as the full paper or an extended abstract.

Font: Times New Roman 12pt

Margins: 2.5cm all sides

Spacing: Single Spaced, with one blank line between paragraphs.

Abstract: Maximum of 150 words

Title: No more than 2 lines of text

Total length: 7 pages (including title, abstract, main body, tables and references)

Referencing style: Australasian Marketing Journal format

Order of Paper for Submission

1. Title
2. Abstract
3. Introduction/Background
4. Main body of the paper including tables
5. Reference list

Please ensure that your paper as submitted for review does not include any information that identifies the authors. However, please do allow one line space for the author name(s) to be added for the final submission. Upon acceptance, those wishing to only publish an abstract will be asked to follow the same guidelines above except that abstracts will be restricted to a maximum of one page including references.

Note: Should the research on which the paper is based involve any form of sponsorship, the name of the sponsoring organization should be declared on the front page of the



final version of the paper or abstract submitted and on the first page of the power point presentation delivered.

Agents of change

1–3 December 2014 | Brisbane, Australia



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2014 ANZMAC Conference

Editors: Sharyn Rundle-Thiele, Krzysztof Kubacki and Denni Arli

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Welcome from the Conference Chair



Welcome to the ANZMAC 2014 Conference!

On behalf of Griffith University, our colleagues within Social Marketing @ Griffith, Griffith University's Department of Marketing, and the local organising team, we are delighted that you are able to participate in ANZMAC 2014.



This year's conference attracted nearly 500 submissions from 36 countries. More than 200 submissions came from overseas, from countries as remote as Portugal, Norway and Brazil showcasing the truly international field attracted to ANZMAC. Three hundred and eighty-two papers were accepted for presentation, giving an acceptance rate of 79%. In addition 22 posters and 7 special session proposals were submitted to ANZMAC 2014, providing further insight into some of the emerging issues in marketing. We were very impressed with the standard and diversity of the submissions, which should make for a high-quality and memorable event. We are confident that regular ANZMAC attendees will enjoy this year's conference location, and would like to extend a special welcome to our international colleagues travelling from afar and those attending an ANZMAC Conference for the first time.



The theme for ANZMAC 2014 is Agents of Change. ANZMAC 2014 showcases how marketing has been used effectively as an agent of change in both social and commercial settings. Marketers have long been recognised for their ability to stimulate demand, assisting corporations to sell products, services and ideas in ever-increasing quantities and/or with improved efficiencies. Informed by the marketing discipline, social marketing is developing an increasing evidence base demonstrating its effectiveness in changing behaviours for social good. Increasingly, governments and non-profit agencies across the globe are recognising marketing's potential as an agent of change.

The first day of the conference will begin at the site of the G20 Summit, namely the Brisbane Convention and Exhibition Centre. Professor Gerard Hastings, OBE will open the conference with a thought provoking presentation on the need for marketers to empower people to demand the changes needed to reduce damage to themselves and their planet. Gerard is the first UK Professor of Social Marketing and founder/director of the Institute for Social Marketing and Centre for Tobacco Control Research, at Stirling and the Open University. Gerard researches the applicability of marketing principles like consumer orientation, branding and strategic planning to the solution of health and social problems. Gerard also conducts critical marketing research into the impact of potentially damaging marketing, such as alcohol, tobacco and fast food promotion.

Our Monday evening involves a welcome reception that will be hosted by the Shore Restaurant and Bar at the centre of Brisbane's premier culture and entertainment precinct - South Bank. We would like to encourage you to explore the area throughout your stay in Brisbane, try one of South Bank's restaurants or enjoy an early morning swim in Australia's only inner-city, man-made beach. For the Wednesday evening gala we will return to the Brisbane Convention and Exhibition Centre to enjoy a dinner, drinks and live music.

We would like to thank the many individuals who willingly donated their time and effort to assist in organising the ANZMAC 2014 Conference in Brisbane. Firstly, our thanks go to all submitting authors who chose our annual conference as the way to share their research and ideas with the ANZMAC community and the wider community of marketing scholars. Without their continuous support we would never be able to stage such a successful conference. Secondly, we would like to acknowledge thirty Track Chairs who encouraged the submission of many papers and helped with the review process. In particular, we would like to acknowledge the many reviewers who gave up a considerable amount of time to review the papers submitted to the conference. Their time and expertise were critical in developing the conference program. Thirdly, we also would like to thank our local organising team, and in particular Victoria Aldred from the ANZMAC Office and two ANZMAC 2014 Conference Administrative Assistants - Bo Pang and Francisco Crespo Casado - for their assistance with many administrative tasks at various stages during the

conference organising process. They have been working tirelessly ten days a week. Last but not least, all our sponsors deserve a special thank you for providing additional support to make ANZMAC 2014 possible. The ANZMAC 2014 Conference would have not been possible without their generous support.

We hope you will enjoy a stimulating and rewarding conference and experience all the benefits of Brisbane's early summer.

**Professor Sharyn Rundle-Thiele, Dr Krzysztof Kubacki and Dr Denni Arli
Conference Co-Chairs**

Track Chairs

Marketing Communications



Dr Lisa Schuster,
Griffith University



Dr Kerri-Ann Kuhn,
QUT

Brands and Brand Management



Dr Daragh O'Reilly,
Sheffield University



Professor Anne-Marie Hede,
Victoria University

Consumer Behaviour



Professor Elizabeth Parsons,
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Social Marketing



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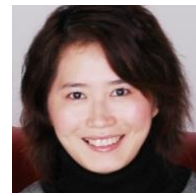


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Sustainable
Marketing

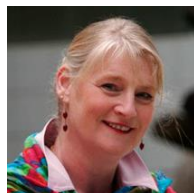


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The University of Melbourne

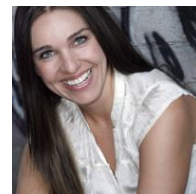


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Consumer
Culture Theory



Dr Jan Brace-Govan,
Monash University



Dr Lauren Gurrieri,
Swinburne University of
Technology

Food Marketing



Associate Professor Meredith
Lawley,
University of Sunshine Coast



Dr Dawn Birch,
Bournemouth University

Keynote Speaker

Moving Beyond Behaviour Change: a 21st Century Agenda for Social Marketing

Professor Gerard Hastings, University of Stirling, United Kingdom



Gerard Hastings is the first UK Professor of Social Marketing and founder/director of the Institute for Social Marketing (www.ism.stir.ac.uk) and Centre for Tobacco Control Research (www.ctcr.stir.ac.uk) at Stirling and the Open University. He researches the applicability of marketing principles like consumer orientation, branding and strategic planning to the solution of health and social problems. He also conducts critical marketing research into the impact of potentially damaging marketing, such as alcohol, tobacco and fast food promotion.

ANZMAC 2014 Conference Program Outline

MONDAY 1 DECEMBER 2014

Welcome and keynote address | Brisbane Convention and Exhibition Centre

7.30-8.45 am Conference Registration
Boulevard Auditorium

9.00-9.15 am Formal welcome

9.15-10.00 am Keynote speaker
Professor Gerard Hastings

Concurrent sessions | Griffith University South Bank campus

10.00-11.00 am Morning tea
S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security

11.00 am-12.30 pm Session 1

12.30-1.30 pm Lunch
S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security

1.30-3.00 pm Session 2

3.00-3.30 pm Afternoon tea
S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security

3.30-5.00 pm Session 3

5.00-6.00 pm Session 4—Poster session ANZMAC AGM
S05, 2.04

6.00-8.00 pm Welcome cocktail function
The Shore Restaurant and Bar, Arbour View Cafes

TUESDAY 2 DECEMBER 2014

Concurrent sessions | Griffith University South Bank campus

7.30-9.00 am		ANZMAC Executive Breakfast S02, 7.16
9.00-10.30 am	Session 5	
10.30-11.00 am	Morning tea S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security	
11.00 am-12.30 pm	Session 6	
12.03-1.30 pm	Lunch S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security	AMJ Lunch S07, 2.16 / 2.18
1.30-3.00 pm	Session 7	
3.00-3.30 pm	Afternoon tea S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security	
3.30-5.00 pm	Session 8	
5.00 pm	Free evening	

WEDNESDAY 3 DECEMBER 2014

Concurrent sessions | Griffith University South Bank campus

9.00-10.30 am Session 9

10.30-11.00 am Morning tea
S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security

11.00 am-12.30 pm Session 10

12.30-1.30 pm	Lunch S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security	Institutional Members / Heads of School Lunch S07, 2.16 / 2.18
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1.30-3.00 pm Session 11

3.00-3.30 pm Afternoon tea
S02, 7.07 / S06, 2.02 / Undercroft (between S02 and S05)—near Security

3.30-5.00 pm Session 12

7.00-11.45 pm Gala dinner
Brisbane Convention and Exhibition Centre

Doctoral Colloquium Program Outline

SATURDAY 29 NOVEMBER 2014		Graduate Centre (S07)
8.00-9.00 am	Registration and Greetings	Foyer
9.00-9.15 am	Welcome from the DC Co-chairs Dr Denni Arli and Associate Professor Helene Cherrier	Room 2.16-2.18
9.15-10.15 am	An Opening Workshop— Advancing Your Early Academic Career Associate Professor Ekant Veer (University of Canterbury)	Room 2.16-2.18
10.15-11.15 am	Workshop 2— Life as an Academic, A Creative, Sustained and Fun Adventure Professor Russell Belk (York University)	Room 2.16-2.18
11.15-11.45 am	Coffee break	Graduate Centre (S07)
11.45 am-1.15 pm	PhD Presentations (see Student presentation schedule)	Room 2.16-2.19, 3.01, 3.03, 3.07
1.15-2.15 pm	Lunch	Graduate Centre (S07)
2.15-3.45 pm	PhD Presentations (see Student presentation schedule)	Room 2.16-2.19, 3.01, 3.03, 3.07
3.45-4.15 pm	Coffee break	Graduate Centre (S07)
4.15-5.15 pm	Workshop 3 Professor Rebekah Russell-Bennett (QUT) and Professor Sharyn Rundle-Thiele (Griffith) Research: Dark Art or White Magic?	Room 2.16-2.18
5.15-5.30 pm	Wrap Up Professor Sharyn Rundle-Thiele (President of ANZMAC)	Room 2.16-2.18
5.45-7.30 pm	Doctoral Colloquium Dinner	The Shore Restaurant and Bar, Arbour View Cafes

SUNDAY 30 NOVEMBER 2014		Graduate Centre (S07)
8.30-9.00 am	Continental Breakfast	Graduate Centre (S07)
9.00-10.00 am	Workshop 4— Finding Life, Leisure, and Pleasure in the PhD Treadmill Associate Professor Zeynep Arsel (Concordia University)	Room 2.16-2.18
10.00-11.00 am	Workshop 5— How to Publish from Your PhD and Create a Research Pipeline Professor Jill Sweeney (University of Western Australia) and Associate Professor Tracey Danaher (Monash University)	Room 2.16-2.18
11.00-11.30 am	Coffee Break	Graduate Centre (S07)
11.30 am-1.00 pm	PhD Presentations (see Student presentation schedule)	Room 2.16-2.19, 3.01, 3.03, 3.07
1.00-2.00 pm	Lunch	Graduate Centre (S07)
2.00-2.45 pm	PhD Presentations (see Student presentation schedule)	Room 2.16-2.19, 3.01, 3.03, 3.07
2.45-3.15 pm	Coffee Break	Graduate Centre (S07)
3.15-4.30 pm	Workshop 6—Moving Forward, Q&A Dr Zeynep Arsel (Concordia University) and Professor Geoff Soutar (UWA)	Room 2.16-2.18
4.30-4.45 pm	Closing Dr Denni Arli and Associate Professor Helen Cherrier	S07, Room 2.16-2.18

Doctoral Colloquium Program

SATURDAY 29 NOVEMBER 2014						Graduate Centre (S07)
8.00-9.00 am	Registration and greetings					Foyer
9.00-9.15 am	Welcome from the DC Co-chairs Dr Denni Arli and Associate Professor Helene Cherrier					
9.15-10.15 am	Opening Workshop—Advancing Your Early Academic Career Associate Professor Ekant Veer (University of Canterbury)					Room 2.16-2.18
10.15-11.15 am	Workshop 2—Life as an Academic, A Creative, Sustained and Fun Adventure Professor Russel Belk (York University)					Room 2.16-2.18
11.15-11.45 am	Coffee break					
11.45 am-1.15 pm	PhD Presentation					
	Room 2.16-2.18	Room 2.17	Room 2.19	Room 3.01	Room 3.03	Room 3.07
11.45 am-12.30 pm	When are two brands better than one? Investigating the impact of advertising dual-brands on correct branding	Trust me, I'm a (tele)doctor: Service provider's experiences of healthcare service virtualisation	Branded content—Kindling the brand romance	The role of emotions toward luxury brands in the consumers' responses to brand extensions	Advertising appeals and effectiveness in social media banner advertising. A cross-cultural study of India, Finland, Sweden and Vietnam.	New perspectives on democratisation in the luxury market: The engagement of consumers in marketplace meanings
	Presenter: Cathy Nguyen (UniSA) Reviewer: Professor Mark Uncles Professor Russell Belk	Presenter: Teegan Green (UQ) Reviewer: Associate Professor Ekant Veer Associate Professor Karen Fernandez	Presenter: Krahmalov, Jacki (UWS) Reviewer: Associate Professor Zeynep Arsel Associate Professor Helene Cherrier	Presenter: Naser Pourazed (Flinders) Reviewer: Professor Jill Sweeney (UWA) Professor Ulrike Gretzel (UQ)	Presenter: Nguyen Han (Vaasa) Reviewer: Dr Owen Wilson (Griffith) Dr Dewi Tojib (Monash)	Presenter: Jamal Abarashi (Otago) Reviewer: Professor Geoff Soutar (UWA) Associate Professor Liliana Bove (UniMelb)

12.30-1.15 pm	Strategically managing the stories of brands: conceptualising, managing and measuring the 'brand story' concept	Exploring consumer behaviour in the context of life-threatening illness	Conceptual paper: everyday utopianism and brand connection	The role of consumption externalities in consumer decisions of separated services	Flirting with a holiday destination: a study on the process of place bonding with a focus on emotions and experiences	The influence of colour and shape on brand identification and meaning
	Presenter: Mohammed Fakiha (RMIT)	Presenter: Narjess Abroun (RMIT)	Presenter: Rebecca Dare (UniMelb)	Presenter: Karen Kao (Adelaide)	Presenter: Shabnam Seyedmehdi (Otago)	Presenter: Jinyoung Choi (U of Auckland)
	Reviewer: Professor Mark Uncles	Reviewer: Associate Professor Ekant Veer	Reviewer: Associate Professor Zeynep Arsel	Reviewer: Professor Jill Sweeney (UWA)	Reviewer: Dr Owen Wright (Griffith)	Reviewer: Professor Geoff Soutar (UWA)
	Professor Russel Belk	Associate Professor Karen Fernandez	Associate Professor Helene Cherrier	Professor Urlike Gretzel (UQ)	Dr Dewi Tojib (Monash)	Associate Professor Liliana Bove (UniMelb)

1.15-2.15 pm Lunch

2.15-3.45 pm PhD Presentation 2

Room 2.16-2.18 Room 2.17 Room 2.19 Room 3.01 Room 3.03 Room 3.07

2.15-3.00 pm	Human brands emotional attachment: the key personality characteristics of strong human brands.	The role of memory in consumer choice: does it differ for goods and services brands?	The challenges of positioning a 'broad brand': an analysis of TV broadcasting brand positioning in the digital age	The role of psychographic variables on green purchase intentions for a low involvement product	Study of Chinese 'consumption face'	Integrating green consumption dimension: consumer styles inventory (CSI) scale refinement and validation
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Presenter: Marcela Moraes (Murdoch)	Presenter: Rachel Fuller (Loughborough University)	Presenter: Claudia Gonzales (UQ)	Presenter: Aysen Coskun (Nevsehir Uni)	Presenter: Raymond Xia (Otago)	Presenter: Fred Musika (Massey)
Reviewer: Dr Stanislav Stakhovych (Monash)	Reviewer: Professor Hamen Oppewal (Monash)	Reviewer: Dr Lynda Andrews (QUT)	Reviewer: Professor Geoff Soutar (UWA)	Reviewer: Dr Shelagh Ferguson (Otago)	Reviewer: Dr Juergen Gnoth (Otago)
Professor Ian Wilkinson (USyd)	Dr Cyntia Webster (Macquarie)	Associate Professor Yelena Tsarenko (Monash)	Dr Lara Stocchi (Lboro)	Dr Umar Burki (HBV)	Dr Kaisa Lund (LNU)

3.00-3.45 pm	Consumers' confidence in competitive positions: antecedents and effects on segment preferences	Evaluating the impact of sponsorships on sponsors' community based brand equity.	Impact of service recovery methods to Customer loyalty: a mediation of service recovery satisfaction (SATCOM) Drivers	Mixing it up: encouraging Finnish children to eat fruit	Understanding the relationships among travel motivation, service quality, perceived value, customer satisfaction and behavioural intentions in ecotourism	Changing littering behaviour among Saudi Arabian community A social marketing approach.
	Presenter: Anne-Maree O-Rourke (UTS) Reviewer: Dr Stanislav Stakhovych (Monash) Professor Ian Wilkinson (USyd)	Presenter: Lenny Vance (USC) Reviewer: Professor Hamen Oppewal (Monash) Dr Cyntia Webster (Macquarie)	Presenter: Yeah Shan Beh (UniAuckl) Reviewer: Dr Lynda Andrews (QUT) Associate Professor Yelena Tsarenko (Monash)	Presenter: Ville Lahtinen (Griffith) Reviewer: Professor Geoff Soutar (UWA) Dr Lara Stocchi (Lboro)	Presenter: Joowon Ban (CQU) Reviewer: Dr Shelagh Ferguson (Otago) Dr Umar Burki (HBV)	Presenter: Yara Almosa (Griffith) Reviewer: Dr Juergen Gnoth (Otago) Dr Kaisa Lund (LNU)

3.45-4.15 pm Coffee break

4.15-5.15 pm Workshop 3—Research: Dark Art or White Magic?
Professor Rebekah Russell-Bennett; Professor Sharyn Rundle-Thiele (Griffith) Room 2.16-2.18

5.15-5.30 pm Wrap Up
Professor Sharyn Rundle-Thiele (ANZMAC President) Room 2.16-2.18

5.45-7.30 pm Doctoral Colloquium Dinner
The Shore Restaurant and Bar, Arbour View Cafes

8.30-9.00 am Continental breakfast

9.00-10.00 am **Workshop 4**—Finding Life, Leisure, and Pleasure in the PhD Treadmill **Room 2.16-2.18**
Associate Professor Zeynep Arsel (Concordia University)

10.00-11.00 am **Workshop 5**—How to Publish from Your PhD and Create a Research Pipeline **Room 2.16-2.18**
Professor Jill Sweeney (University of Western Australia) and Associate Professor Tracey Danaher (Monash University)

11.00-11.30 am Coffee break

11.30-1.00 am PhD Presentation 3

Room 2.16-2.18 Room 2.17 Room 2.19 Room 3.01 Room 3.03

11.30 am-12.15 pm The conceptualisation and measurement of negative engagement
Should Foreign Brands Localise Their Packaging? A Comparison Of Hedonic And Utilitarian Products
Enabling customer insights through learning based on real-time customer analytics
The influence of consumer motivations on eWOM contribution: Do individualist and collectivist cultural characteristics matter?
Healthy Eating in the Australian Defence Force: A Social Marketing Study

Presenter: Loic Li (UniAuckland) **Presenter:** Khan, Huda (UniSA) **Presenter:** Stefanie Kramer (Deakin) **Presenter:** Saranya Labsomboonsiri (QUT) **Presenter:** Carins, Julia (Griffith)
Reviewer: Professor Jenni Romaniuk (UniSA) **Reviewer:** Dr Liliana Bove (Uni Melb) **Reviewer:** Associate Professor Tracey Danaher (Monash) **Reviewer:** Professor Aron O'Cass (UTas) **Reviewer:** Dr Swetlana Bogomolova (UniSA)
Reviewer: Dr Jimmy Wong (Monash) **Reviewer:** Professor Geoff Soutar (UWA) **Reviewer:** Professor Peter Thirkell (VUW) **Reviewer:** Dr Stephen Dann (ANU)

12.15-1.00 pm Factors Impacting Food Decision Making Amongst Consumers with Special Dietary Needs in the Purchase of Processed Packaged Foods in Supermarkets
The influence of marketing communications on the evolution of shopper behaviour in both offline and online retail channels
The Antecedents of Donor Retention for Non Profit Organisations at Tanzania Education Authority: An Empirical Analysis
The Effects of Social Setting and Portion Size on Food Consumption Amount
On premise alcohol consumption: A stakeholder perspective in social marketing

Presenter: Elizabeth Andrews (USQ)	Presenter: Jason Pallant (Monash)	Presenter: Michael Mawondo (Deakin)	Presenter: Marcus Tan (Bond)	Presenter: Nuray Buyucek (Griffith)
Reviewer: Professor Jenni Romaniuk (UniSA)	Reviewer: Dr Liliana Bove (Uni Melb)	Reviewer: Associate Professor Tracey Danaher (Monash)	Reviewer: Professor Aron O'Cass (UTas)	Reviewer: Dr Svetlana Bogomolova (UniSA)
Dr Jimmy Wong (Monash)	Professor Geoff Soutar (UWA)		Professor Peter Thirkell (VUW)	Dr Stephen Dann (ANU)

1.00-2.00
pm Lunch

2.00-2.45
pm PhD Presentation 4

Room 2.16-2.18

Room 2.19

Room 3.01

Room 3.03

2.00-2.45
pm

Can nudging principles encourage behaviours associated with obesity prevention?

Presenter:
Amy Wilson (UniSA)

Reviewer:
Professor Janet Hoek
Dr Nadia Zainuddin (UOW)

Sensory Perception, Attitudes and Decisions: Haptics and the Need for Touch

Presenter:
David Harris (CQU)

Reviewer:
Professor Peter Danaher (Monash)
Dr Stephen Dann (ANU)

How Valence and Arousal Affect Unplanned Buying Behaviour

Presenter:
Abedniya Abed (Monash)
Reviewer:
Professor Andrew Parsons (AUT)
Professor Jill Sweeney (UWA)

Market Participation and Market Mobility of Smallholder Farmers in a Developing Economy

Presenter:
Marcia Kwaramba (Monash)
Reviewer:
Professor Ian Wilkinson (USyd)
Dr Junzhao Ma (Monash)

2.45-3.15
pm Coffee break

3.15-4.30
pm Workshop 6—Moving forward and Q&A
Dr Zeynep Arsel (Concordia University) and Professor Geoff Soutar (UWA)

Room 2.16-2.18

4.30-4.45
pm Closing
Dr Denni Arli and Associate Professor Helene Cherrier

Room 2.16-2.18